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1958

# Mack's Sunbeam Bread Commercials

WLBZ Radio

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**University of Maine Raymond H. Fogler Library Special Collections Department**

Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Mack's Sunbeam Bread Commercials

Date: No date

Recording number: D 12.125; CD 21, tracks 57, 60, and 65

**Track 57**

Length of recording: 0:09

[transcript begins]

VOICE 1: Reach for the bread with added butter.

VOICE 2: That's Mack's Sunbeam Bread.

VOICE 3: Now better with butter added.

VOICE 1: Get a loaf of butter-added Sunbeam today.

[transcript ends]

**Track 60**

Length of recording: 0:14

[transcript begins]

VOICE 1: For bread that's better, reach for Sunbeam with added butter.

VOICE 2: It's the added butter that makes Sunbeam better.

VOICE 3: Get a loaf of Mack's Sunbeam Bread today.

[transcript ends]

**Track 65**

Length of recording: 0:14

[transcript begins]

VOICE 1: Mmmm... it's so good.

VOICE 2: It's the added butter that makes Sunbeam better.

VOICE 3: Reach for Mack's Sunbeam with added butter at your grocery store today.

[transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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